

2013-2017 WCPL Strategic Plan

Goal 1:	WCPL is a <u>welcoming</u> community spot.							
Primary Library Service Response:	<i>Visit a comfortable place: physical and virtual space.</i>							
Secondary Service Responses:	<i>Connect to the online world: Public Internet Access</i> <i>Express Creativity: Create and share content</i> <i>Celebrate diversity: cultural awareness</i>							
Possible Objectives:	WCPL will provide helpful, friendly customer service.							
	WCPL will provide a more diverse and creative space.							
	WCPL branches, including its virtual branch, will become community hubs.							
	WCPL will stay savvy and current as a technology resource for the community.							
	Year-end Stats		Jan-13	Jan-14	Jan-15	Jan-16	Jan-17	
Measures	Increased number of patrons visiting the library in both its physical and virtual branches.	patron count	175737	165725	166701			
	Increased circulation of targeted collections.							
	Increased number of meeting room uses.		1330	1371	1669			
	Increased program attendance.		17395	16016	15301			
	Increased number of website and wireless accesses.	website visits/page loads/wireless	98012/ 214624/ 226169	84523/ 201617/ 338074	84627/ 170793/ 52439*			
	Positive and constructive customer feedback on a variety of customer survey tools.							
	Successful initiation/continuation/completion of task	Responsible Department	2013	2014	2015	2016	2017	
Possible Activities:	Explore the bookstore model type approach to collection organization and display.	All	x	x	x			
	Explore re-organization of public service areas and staff to better serve the patrons.							
	Evaluate replacing department names & other library terminology for better patron understanding.		x					
	Showcase our customers in our marketing of the library and its services.		x	x				
	Continue staff customer service training.		x	x	x			
	Investigate the addition of a creative media space or mobile media laptop for patron use.							
	Promote the use of library meeting spaces, especially at Ossian.		x	x	x			
	Expand library clubs and program offerings in all departments and branches.		x	x	x			
	Expand our virtual branch.			x	x			
	Evaluate our buildings for their use and accessibility.		x		x			
	Encourage staff to seek technology LEUs.		x	x	x			
	Work to keep library appearance and displays fresh and de-cluttered.		x	x	x			
	Update library brand to better integrate all facilities.		x					

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		Responsible Department	2013	2014	2015	2016	2017
	Successful initiation/continuation/completion of task						
Possible Activities:	Explore community partnership for a "tourist in your hometown" event.					x	
	Re-connect partnership with Creative Arts Council.		x	x	x		
	Encourage businesses to offer "ask the expert" series at the library.						
	Create a community bulletin board at Ossian.	x					
	Be more involved in the Ossian Revitalization Association.	x	x	x			
	Annually update the community resource information at the public service desks.						
	Annually evaluate and expand our community links on website.						
	Evaluate our Historical Society collaboration.					x	
	Explore adding library information to local Healthcare Facilities' welcome packets.						
	Be present at applicable school events such as back-to-school nights.			x			
	Explore the possibility of offering schools the first opportunity for library's used materials.	x					
	Set up delivery service to Southern Wells teachers.		x				
	Offer new book collections for teacher staff rooms to all schools.	x					
	Explore outreach programs at Southern Wells School.			x			
	Explore ways the library can share and coordinate services with other area libraries for both financial savings and increased patron service.					x	
	Board will take an active role in creating a donor campaign.						
	Develop a donor marketing strategy.	x	x	x			
	Apply to more grants and outside sources for program funding.	x		x			
	Increase outreach and number of programs held off sight.			x			
	HIGHLIGHTS:						
	Hosted District Meeting and several libraries interested in WordWise project						
	Sought and received state technology grant on behalf of the Northeast Indiana Digital Library consortium						
	Hosted 2 notable authors visits in collaboration with area libraries						
	Partnered with Bluffton Regional and Parks Department to host Theatre Thursday Program						
	Participated in both Bluffton and Ossian's Christmas and Street Fair activities						
	Recognized as the Chamber's Business of the Month						
	Expanded our collaboration with the Parks Department's Senior Exploration Program						
	Added out-of-county student cards and participated in registration day at all county schools						
	Participated in the first Tiger Tank competition						
	Hosted our first annual Local Author Fair						
	Collaborative plans underway for 2 Storybook Walks, our first Book Festival and a year-long Bi-Centennial Celebration						
	Started middle school and high school lunchtime book clubs at Southern Wells						
Goal 3:	WCPL promotes its services and collections						
Primary Library Service Response:	<i>This goal supports all the service responses!</i>						
Secondary Service Responses:							
Possible Objectives:	WCPL will organize and streamline its communication and promotional efforts to better educate and inform all its customers.						
	WCPL will actively promote library to non-users.						
	WCPL will connect more with non-traditional markets.						
	Year-end Stats		Jan-13	Jan-14	Jan-15	Jan-16	Jan-17
Measures	Increased number of coupon redemptions included in library information distributed by various library partners.						
	Increased number of realtors, healthcare facilities and other community						

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			19526	19757	18179		
	Increased number of library card holders.						
	Increased circulation, program attendance and door count.	see next goal					
	Community will readily recognize the library brand .						
	Staff feels more informed and knowledgeable about library programs and services.						
	Increased newsletter sign-ups.						
	Increased followers to library social media.						
	Successful initiation/continuation/completion of task	Responsible Department	2013	2014	2015	2016	2017
Possible Activities:	Build a library brand.		x				
	Simplify and consolidate our communication efforts.		x				
	Expand our communication tools.						
	Update our website.		x				
	Work with local realtors to include library promotional material in their information to home buyers.						
	Road 1.						
	Explore the possibility of a library presence at 4-H Fair, Ossian Days and other community opportunities.		x	x	x		
	Consider regular meetings for program promotion.						
	Add more social media and blogs.						
	Update our community street banners.		x				
	Add more electronic signage throughout library.			x			
	Explore creating a combined calendar of all staff, library, and public hosted events at the library for staff use.						
	Increase publicity efforts with other groups.						
	Increase publicity to radio stations, Internet sites and other media.						
	Explore e-newsletter options and increase email mailings.			x	x		
	Explore a weekly "what's going on" column for the NewsBanner.						
	HIGHLIGHTS:						
	Completed our new library brand: <i>WCPL your go-to spot</i> , including website, banners, signage, shirts						
	Awarded ILF Sara Laughlin Marketing Award and ALA John Cotton Dana Marketing Award						
	Received \$51,000 donation to children' services						
	Developed new recognition system for library board members, directors, staff, and donors						
	Raised over \$5400 in new endowment money						
Goal 4:	WCPL is a learning connection.						
Primary Library Service Response:	<i>Satisfy Curiosity: Lifelong Learning</i>						
Secondary Service Responses:	<i>Stimulate Imagination: Reading, Viewing, and Listening for pleasure</i>						
	<i>Create young readers: Early Literacy</i>						
	<i>Discover your Roots: Genealogy and local history</i>						
	<i>Get Facts Fast: Ready Reference</i>						
	<i>Make Informed Decision: Health, wealth, and other life choices</i>						
Possible Objectives:	WCPL will educate both staff and patrons on current technology.						
	WCPL will offer a variety of lifelong learning opportunities.						
	WCPL will be a community leader in early literacy.						
	WCPL will be the best source of local history and genealogy.						

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	WCPL will expand its virtual presence and the online opportunities provided.							
	WCPL will broaden the life experiences of teens by providing a wide variety of programs.							
	WCPL will ensure that its resources are truly handicapped accessible.							
	Year-end Stats		Jan-13	Jan-14	Jan-15	Jan-16	Jan-17	
Measures	Increased use of the book basket collections.							
	Increased number of program attendance.		17395	16016	15301			
	Increased use of the genealogy department.		110	1356	1257			
	Increased door count.		175737	165725	166701			
	Increased number of teens using the library.	cardholders/circs	2174/9705	2451/8095	2229/7152			
	Successful initiation/continuation/completion of task	Responsible Department	2013	2014	2015	2016	2017	
Possible Activities:	Explore putting book baskets in social service agencies.							
	Offer adult programs at Ossian.				x	x		
	Offer Every Child Ready to Read programs at Ossian.		x					
	Offer regularly scheduled genealogy workshops.		x	x	x	x		
	Add links to more genealogy websites and webinars on library webpage.		x	x	x			
	Educate staff on the technology available to patrons.							
	Explore library opportunities to involve students and their iPads.							
	Explore reorganization of the beginning reader collection.				x			
	Add more baby-boomer programs and opportunities.							
	Build stronger partnership with WorkOne and adult/teen literacy efforts.							
	Explore restructuring staff duties to include more technology services.			x	x			
	Offer more 20-something programs and activities.				x	x		
	HIGHLIGHTS:							
	Awarded "push the limits" grant for a science-based book group							
	Celebrated 109 completions of the 1000 Books Before Kindergarten program							
	Continue to expand programming around the library's annual community read							
	Participated in the OverDrive's periodic Library Reads promotions							
	Started an evening book club							
	Started Boys Only/Girls Only book clubs and expanded to offer a younger book club							
	Introduced play-based learning and lego club							
	Added launchpads for children to our collection							
	Expanded our ready-made kits to include science kits and grab 'n go bags							
	Received LSTA grant for new Indiana Room book scanner, enabling more record/book conversion to online access							
	Increased book-related programs and promotions – book chat with the mayor, book tourney, read-box, etc.							